Brand Identity and Standards

Brand identity and standards are important to ensure brand recognition and common messages are received. A brand is more than a logo. Use this guide to establish your business brand identity and standards.

Mission:

Vision:

Core Values:

Brand Personality/Voice/Tone:

Tagline/Slogan:

Elevator Speech:

Story:

Graphics/Photos/Images:

Logo:

Color Palette (HEX Code Colors)**:**

Typography/Fonts (fonts size, font styles)**:**

Keywords/Verbiage/Vocabulary:

Objections to the Sale and What to Say: